



G. N. Kuruc, Jr.  
400 Raritan Center Parkway  
Raritan Center  
Edison, NJ 08837  
Phone 732-225-4774  
Fax 732-417-9076

July 9, 1998

Mr. Charles Iszard  
Amerada Hess Corporation  
One Hess Plaza  
Woodbridge, NJ 07095

Dear Charlie:

Listed below are details regarding a special DORAL Program scheduled for September:

DORAL Price Check Jackpot

- Consumers can win up to \$ 1,000,000 in total cash prizes for checking the retail price of DORAL versus GPC and Basic and filling out special entry forms.
- 40 pack temporary displays of DORAL Full Flavor 100's, Light 100's, Light Menthol 100's and Ultra 100's will be shipped to Hess Marts and Gas Stations the week of August 31 from McLane. All single packs will contain have affixed a Buy 2 Packs get \$.40 off manufacturer coupon good for the next purchase.
- Special advertising kits which include sweepstakes entry forms will arrive in stores the week of August 24. Store Managers should be urged to place the announcement poster and counter easel card which contains entry forms.
- RJR Direct Mail will be sent to 1,000,000 smokers in mid August. Mail will contain an additional sweepstakes entry form and coupons good for \$1 or \$2 off 4 packs or a carton of DORAL.

Charlie, please be reminded that although the 40 pack temporary displays contain unpromoted product, your ongoing \$2.00 off invoice buydown will be in effect.

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As information, I have attached a copy of the Doral Sweepstakes announcement.

I would appreciate a copy of any store bulletins sent regarding this Program.

Please call me if you have any questions.

Best Regards,

*Nick*

G. N. Kuruc, Jr.

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